

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Jay Maioli on November 22, 2004.

The application has been amended as follows:

IN THE ABSTRACT:

An information displaying system for displaying information corresponding to a geographical location is ~~disclosed, that comprises~~ includes a display commanding ~~means~~ unit pre-assigned with a unique ID, an information displaying ~~means~~ unit for displaying information corresponding to a command received from the display commanding ~~means~~ unit, a first data storing ~~means~~ unit for storing map drawing element data for drawing a map, a second data storing ~~means~~ unit for storing a geographical location corresponding to contents which are displayed corresponding to the command received from the display commanding ~~means~~ unit and first attribute information in such a manner that the geographical location and the first attribute information are correlated with the ID, a map drawing commanding ~~means~~ unit, linked

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from the display commanding ~~means~~ unit, for searching the first data storing ~~means~~ unit so as to draw the map corresponding to the location searched from the second data storing ~~means~~ unit corresponding to the ID, wherein the map corresponding command received from the map drawing commanding ~~means~~ unit displayed by the information displaying ~~means~~ unit.

IN THE SPECIFICATION:

This is a division of Application No. 09/236,886, filed 1/26/99, now pending.

IN THE CLAIMS:

Claim 27 (Canceled).

Claim 28 (Currently Amended). A method for sending a plurality of advertisements and a map, over a network, to a user terminal in response to a single request sent from the user terminal via the network, comprising the steps of:

receiving the single request from the user terminal;

searching and transmitting the map information corresponding to the received request;

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searching and transmitting the plurality of advertisements corresponding to the received request by searching a database storing the plurality of advertisements to be displayed, wherein the database stores the plurality of advertisements in association with date/time information, the date/time information indicating a temporal period wherein an associated advertisement is enabled to be displayed, and the date/time information is included in the received request; and

enabling the display of both the map and the plurality of advertisements on the user terminal, wherein

the single request sent from the user terminal includes a unique identification code that is associated with the geographical location and with a type of business, and

the type of business is associated with the plurality of advertisements to be displayed with the map, and each of the plurality of advertisements is stored in the database in association with a geographical range wherein an associated advertisement is enabled to be displayed.

Claim 29 (Canceled).

Claim 30 (Canceled).

Claim 31 (Canceled).

Claim 32 (Currently Amended). A method for sending a plurality of

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advertisements and a map, over a network, to a user terminal in response to a single request sent from the user terminal via the network, comprising the steps of:

receiving the single request from the user terminal;

searching and transmitting the map information corresponding to the received request;

searching and transmitting the plurality of advertisements corresponding to the received request by searching a database storing the plurality of advertisements to be displayed, wherein the database stores the plurality of advertisements in association with date/time information, the date/time information indicates a temporal period wherein an associated advertisement is enabled to be displayed, and the date/time information is included in the received request; and

enabling the display of both the map and the plurality of advertisements on the user terminal, wherein

the single request sent from the user terminal includes a unique identification code that is associated with the geographical location and with a type of business,

the type of business is associated with the plurality of advertisements to be displayed with the map, and

each of the plurality of advertisements is stored in the database in association with at least one type of business corresponding to potential types of businesses indicated by the received request, and

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each of the plurality of advertisements is stored in the database in association with a geographical range wherein an associated advertisement is enabled to be displayed.

Claim 33 (Previously Presented). A method for sending a plurality of advertisements and a map, over a network, to a user terminal in response to a single request sent from the user terminal via the network, comprising the steps of:

receiving the single request from the user terminal;

searching and transmitting the map information corresponding to the received request:

searching and transmitting the plurality of advertisements corresponding to the received request by searching a database storing the plurality of advertisements to be displayed, wherein the database stores the plurality of advertisements in association with date/time information, the date/time information indicates a temporal period wherein an associated advertisement is enabled to be displayed, and the date/time information is included in the received request: and

enabling the display of both the map and the plurality of advertisements on the user terminal, wherein

the single request sent from the user terminal includes a unique identification code that is associated with the geographical location and with a type of business,

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the type of business is associated with the plurality of advertisements to be displayed with the map, and

each of the plurality of advertisements is stored in the database in association with a geographical range wherein an associated advertisement is enabled to be displayed.

Claim 34 (Canceled).

Claim 35 (Canceled).

Claim 36 (Currently Amended). An information displaying system for sending a plurality of advertisements and a map, over a network, to a user terminal in response to a single request sent from the user terminal via the network, comprising:

means for receiving the single request from the user terminal;

means for searching and transmitting the map information corresponding to the received request;

means for searching and transmitting the plurality of advertisements corresponding to the received request by searching a database storing the plurality of advertisements to be displayed, wherein the database stores the plurality of advertisements in association with date/time information, the date/time information indicates a temporal period wherein an associated advertisement is enabled to be displayed, and the date/time information is included in the received request; and

means for enabling the display of both the map and the plurality of advertisements on the user terminal, wherein

the single request sent from the user terminal includes a unique identification code that is associated with the geographical location and with a type of business, and

the type of business is associated with the plurality of advertisements to be displayed with the map, and

each of the plurality of advertisements is stored in the database in association with a geographical range wherein an associated advertisement is enabled to be displayed.

Claim 37 (Canceled).

2. The following is an examiner's statement of reasons for allowance: the Applicant claims a display system for displaying a map and associated advertisements upon user request, where the request includes date/time information that is associated with date/time information of stored advertisements; and the geographical range in which one of a plurality of advertisements may be displayed is stored (claims 28, 32, 33 and 36), which the prior art fails to disclose.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably

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accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

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Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Chante Harrison whose telephone number is 703-305-3937. The examiner can normally be reached on Monday - Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Mike Razavi can be reached on 703-305-4713. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Chante Harrison
Examiner
Art Unit 2672

Ceh
December 2, 2004



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